

RECEIVED
CENTRAL FAX CENTER

MAY 30 2008

Atty Docket No. 16222U-016700US

PTO FAX NO.: 1-571-273-8300

ATTENTION: Examiner Daniel Lastra

Group Art Unit 3688

**OFFICIAL COMMUNICATION
FOR THE PERSONAL ATTENTION OF
EXAMINER Daniel Lastra**

CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that the following documents in re Application of Corinne Bortolin, et al.,
Applicat on No. 10/676,382, filed September 30, 2003 for SYSTEM AND APPARATUS FOR
LINKING MULTIPLE REWARDS PROGRAMS TO PROMOTE THE PURCHASE OF
SPECIFIC PRODUCT MIXES IN SUPPORT OF BROADER MARKETING STRATEGIES are
being facsimile transmitted to the Patent and Trademark Office on the date shown below.

Documents Attached

1. Supplemental IDS SB08A&B

Number of pages being transmitted, including this page: 5

Dated: May 30, 2008


Hadayah Muhammad

**PLEASE CONFIRM RECEIPT OF THIS PAPER BY
RETURN FACSIMILE AT (415) 576-0300**

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, CA 94111-3834
Telephone: 415-576-0200
Fax: 415-576-0300
4257

61384567 v1

MAY 30 2008

I hereby certify that this correspondence is being sent by facsimile transmission to:

at Fax No.: 1-571-273-8300

On May 30, 2008

TOWNSEND and TOWNSEND and CREW LLP

By:

Hadiyah Muhammad

PATENT

Attorney Docket No.: 16222U-016700US

Client Reference No.: P-00882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Corinne Bortolin et al.

Application No.: 10/676,382

Filed: September 30, 2003

For: SYSTEM AND APPARATUS FOR
LINKING MULTIPLE REWARDS PROGRAMS
TO PROMOTE THE PURCHASE OF SPECIFIC
PRODUCT MIXES IN SUPPORT OF BROADER
MARKETING STRATEGIES

Customer No.: 66945

Confirmation No.: 9159

Examiner: Daniel Lastra

Art Unit: 3688

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER
37 CFR §1.97 and §1.98

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The references cited on attached form PTO/SB/08A&B are being called to the attention of the Examiner. Copies of the references are not enclosed.

It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

Corinne Bortolin et al.
Application No.: 10/676,382
Page 2

RECEIVED
CENTRAL FAX CENTER
MAY 30 2008

PATENT

As provided for by 37 CFR §1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

This IDS is being filed before the mailing date of the final Office Action or Notice of Allowance.

CERTIFICATION

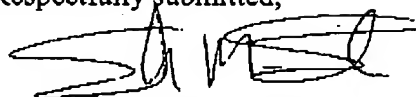
I hereby certify that no item of information contained in the Information Disclosure Statement filed herewith was cited in a communication from a foreign patent office in a counterpart foreign application, and, to my knowledge after making reasonable inquiry, no item of information contained in this Information Disclosure Statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of this Information Disclosure Statement.

Applicant believes that no fee is required for submission of this statement. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Corinne Bortolin et al.
Application No.: 10/676,382
Page 3

PATENT

Respectfully submitted,



Sheila P. Martinez-Lemke
Reg. No. 52,004

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111-3834
Tel: 415-576-0200
Fax: 415-576-0300
SML:html

61380693 v1